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# Farm Broadcasters Letter



Letter No. 2339

November 19, 1987

## SALES TO USSR

Private exporters reported to the U.S. Department of Agriculture on Nov. 16, export sales of 450,000 metric tons of hard red winter wheat for delivery to the USSR during the 1987-88 marketing year and under the fifth year of the Long Term Grain Agreement signed on Aug. 25, 1983. Sales of wheat and corn to the USSR for delivery during the fifth year of the agreement total 2,615,800 tons, of which wheat is just over one million tons and corn is just over 1-1/2 million tons. In addition, sales of soybeans total 800,000 tons and sales of soybean meal total 600,000 tons.

## LARGEST COTTON CROP IN 6 YEARS

The 1987 U.S. cotton crop is estimated by the U.S. Department of Agriculture on November 1, at 13 million 900 thousand bales, 43 percent above 1986 and 8 percent above the Aug. 1 estimate. Based on past differences between the November estimate and final production, there is better than a 50-50 chance that 1987 production could be larger. The 1987 crop is the largest since 1981, when 15 million 600 thousand bales were produced. U.S. mills used more cotton in 1986/87 than at any time since 1972/73.

## U.S. AG EXPORTS UP IN FISCAL '87

U.S. agricultural exports rose \$1 billion 600 million and 20 million metric tons during fiscal 1987, and a further rise is seen for fiscal 1988, according to the U.S. Department of Agriculture. Most of the value gain was for cotton, livestock products, and horticultural products. Prices fell for most commodities this year, in some cases enough to more than offset increased volume. Grain exports climbed 16 million tons but slipped about \$400 million in value. Oilseed and product exports rose 8 percent in volume, while their value saw little change.

## CORN EXPORTS EXPECTED TO RISE

The U.S. Department of Agriculture raised the U.S. corn export forecasts to 43 million 200 thousand metric tons for 1987/88, a 9 percent increase over the previous year. The increase came as a result of competitors' tightening 1987/88 exportable corn supplies which were down from the October estimate by 21 percent from 17 million 200 thousand tons to 13 million 600 thousand tons. The increase also reflects strong foreign demand in East Europe and Indonesia.

**LESS CORN IN  
ARGENTINA**

Recent U.S. Department of Agriculture forecasts put Argentine corn exports for 1987/88 at 5 million metric tons, nearly one-third below the level of an earlier forecast. The reduction is a result of increased domestic use and a shift in area from corn to more profitable oilseed crops. In recent years, Argentina has exported an average of 6 million 800 thousand tons annually. The reduced export level could mean additional market opportunities for U.S. corn in markets like the USSR, Japan, Malaysia and China.

**CATTLE ON FEED**

Cattle and calves on feed November 1, 1987, for slaughter market in Arizona, California, Colorado, Iowa, Kansas, Nebraska and Texas totaled 8 million 360 thousand head, up 11 percent from a year ago and 10 percent above November 1, 1985, according to the U.S. Department of Agriculture. This is the largest November number on feed since 1978. (For more statistical info, call 202-447-6880.)

**WORKERS ON FARMS  
& RANCHES INCREASE**

A total of 3 million 70 thousand people worked on the Nation's farms and ranches during the survey week of October 11-17, 1987, according to the U.S. Department of Agriculture. This is up 30,000 workers from the survey week in 1986. The workforce was made up of 1 million 320 thousand self-employed farm operators, 524 thousand unpaid workers and 997 thousand workers hired directly by farm operators. There were also 227 thousand agricultural service employees.

**FARM WAGE RATES  
UP FROM 1986**

The hired farm worker wage rate this October was \$4.92 per hour, up 9 cents from a year earlier, according to the U.S. Department of Agriculture. Workers paid on an hourly basis earned \$4.72 per hour compared with \$4.56 last October. Wage rates for field and livestock workers were \$4.80 and \$4.27, respectively. During October 1986, field workers made \$4.61 while livestock workers earned \$4.37.

**DAIRY  
TERMINATION  
UPDATE**

An estimated 200 head of dairy cattle were slaughtered in federally-inspected plants during the week ending Oct. 31 as a result of the Dairy Termination Program, according to the U.S. Department of Agriculture. The cumulative total of cattle slaughtered in federally-inspected plants under the program from April 1, 1986, through Oct. 31, 1987, is an estimated 1-1/4 million head.

**U.S. LIKES  
TURKEY  
YEAR 'ROUND**

Thirty years ago, turkeys were raised and processed as a sideline, primarily for the end-of-the-year holiday meals. Today, turkey business is a free-standing enterprise of its own. The U.S. Department of Agriculture estimates the 1987 production will be 3 billion 800 million pounds, an increase of 17 percent over 1986. Production is expected to continue expanding at a rate of 6 to 7 percent next year. In 1935, per person consumption was under 2 pounds. In 1986, it was nearly 13-1/2 pounds per person.

**COWS WORKING  
HARDER**

Milk production in the 21 selected States totaled 10 billion pounds in October. This is 3 percent above production for October 1986 in these same states, which produced over 85 percent of the U.S. production during the July-September period. If the producers in the remaining 29 states followed the same trend, the U.S. production of milk would total about 11 billion 800 million pounds for October. Production per cow averaged 1,144 pounds during October, 54 pounds above October 1986.

FROM OUR RADIO  
SERVICE

AGRICULTURE USA #1590...(Weekly 13½ min documentary) Alzheimer's disease can be devastating to its victims and to the families of those victims as well. On this edition of AGRICULTURE USA, Brenda Curtis talks with an Extension Service employee who has spent considerable time working with families of Alzheimer's patients.

AGRITAPE/FARM PROGRAM REPORT #1578...(Weekly reel of news features) USDA news highlights; Soviets in U.S. wheat market; Farmland values; Conservation plans; Improving sunflower quality.

CONSUMER TIME #1070...(Weekly reel of 2½-3 min features) Party platters; Purchasing a safe, wholesome turkey; Turkey burgers; Diet tips for fast lane life; Planning holiday shopping.

USDA RADIO NEWS SERVICE...Mon, Nov. 30, Agricultural prices; Tues, Dec. 1, Coverage of USDA's Outlook Conference, including reports on the world and national economic outlook, the ag. outlook, the trade outlook and trade challenges; Wed, Dec. 2, Outlook coverage continues with outlook reports for feed grains, food grains, generic certificates, cotton, sweeteners, fruits and vegetables, livestock, and dairy; Thurs, Dec. 3, Outlook conference coverage ends with stories on adapting to world markets, farm export strategies; farm finance and credit outlook. Dial the USDA National News Line 202-488-8358 or 8359. All material changed at 5 p.m. ET each working day.

Live Outlook Conference Satellite Feeds - Call times EST)

December 1.....	10:30 am-12:30 - opening session
	1:30 pm- 2:30 - trade session
December 2.....	11:00 am ----- generic certificates
December 3.....	10:45 am-12:00 - closing session - Panel on trade and policy directions

Westar IV  
Transponder 2X  
IF frequency 64.3 Mhz  
2:1 companding  
75 sec. pre-emphasis

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TELEVISION SERVICE programs, A BETTER WAY, DOWN TO EARTH, AGRICULTURAL UPDATE and SATELLITE NEWS are available on satellite Westar IV, audio 6.2 or 6.8 as follows:

Thursdays....AG UPDATE/SATELLITE NEWS, 7:30-7:45 p.m. ET.....Transponder 12D

Saturdays....	A BETTER WAY, 10:00-10:30 a.m. ET.....Transponder 9X
ORIGINAL	DOWN TO EARTH, 10:30-11:00 a.m. ET.....Transponder 9X
UPLINK	SATELLITE NEWS/AG UPDATE, 11:00-11:15 a.m. ET.....Transponder 9X

Mondays.....	A BETTER WAY, 8:00-8:30 a.m. ET.....Transponder 12D
REPEAT	DOWN TO EARTH, 8:30-9:00 a.m. ET....Transponder 12D
UPLINK	SATELLITE NEWS/AG UPDATE, 9:00-9:15 a.m. ET.....Transponder 12D

A BETTER WAY is also available on The Learning Channel SATCOM 3R, Transponder 2, Audio 6.8 each Friday 11:00 a.m. ET.

OFFMIKE

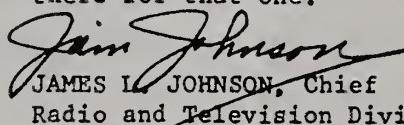
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Don Elder (deputy chief Radio/TV) returned from the NAFB meeting impressed with the program and the number of farm broadcasters he met and talked with. He also took copious notes, which we'll pass along this week and next. First, our congratulations to Tom Hoy (National Rural Electrical Cooperatives Assoc., Washington, D.C.) who received the 1987 Meritorious Service Award. Well deserved, Tom ... Oscars in Agriculture awards were presented, and Dan Modlin (Rural Radio Net, New Palestine, IN) received the top award in the single-effort category of the radio competition. The Rural Radio Network team of Dan Modling, Harry Martin, and Ned Arthur walked away with one of the two radio team awards, and the Canadian Broadcasting Corp. received the other. And Mark Vail (Kansas Ag Net, Topeka, KS) received honorable mention in the single-effort category. In television, Rick Swalwell (KCCI-TV, Des Moines, IA) was named winner of the single-effort category, and Roy Clem (KTVO-TV, Kirksville, MO) also received an honorable mention ... We also want to congratulate Bob Ratliff

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(Progressive Farmer Net, Starkville, MS) for winning the Ciba-Geigy "Farm Broadcaster of the Year" award. And our "congratulations/condolences" to Skip Davis (WASK, Lafayette, IN) for "earning" the Foot-in-Mouth award ... The NAFB scholarships (four \$1500 scholarships made possible by a R.J. Reynolds/Nabisco grant, and a \$2,000 scholarship by a Edith and Dana Bennett grant) were presented to: Anita Hughes, Auburn University; Gregory Cornwall, University of Illinois; Kelly Stewart, Oklahoma State University; Christie Bentley, Ohio State University; and Bernadette Bruning, Ohio State University ... And Don also reported one highlight came when Tom Brokaw told an anecdote about a memorable interview with a rancher named Ming Dano. Wish we could have been there for that one.

  
JAMES L. JOHNSON, Chief  
Radio and Television Division